

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### Well-Bilt Industries Inc

#### New Jersey Manufacturing Extension Program

#### NJMEP Helps Well-Bilt Bolster Sales and Marketing

##### Client Profile:

Well-Bilt Industries, Inc., a Linden, New Jersey company, has been meeting the metalworking and fabrication needs of its customers for more than 20 years. Well-Bilt, founded by President Les Zalewski, performs metal stamping, fabricating and assembly with CNC turning, milling precision machining and cold saw cutting. The company employs 10 people.

##### Situation:

Well-Bilt wanted to improve its sales and marketing efforts and results, particularly in the area of lead generation. In July 2001, the New Jersey Manufacturing Extension Program (NJMEP) a NIST MEP network affiliate, set up a QV Assessment after following up on a prior field agent visit to Well-Bilt.

##### Solution:

On the recommendation of NJMEP's field agent, Well-Bilt decided to create a company website as a low-cost means of generating sales leads. With this goal in mind, NJMEP and third-party resource New Millennium Associates set out to design and host a website for Well-Bilt Industries. The field agent scheduled and coordinated the undertaking from inception to completion. The tasks included participation in photo sessions of company products and content development for the site. New Millennium Associates, NJMEP and President Zalewski maintained close contact, constantly communicating over the four-month duration of the project, to present Well-Bilt in the best possible light.

##### Results:

- \* Increased sales by 12 percent.
- \* Added 3 new customers.

##### Testimonial:

"NJMEP and its resource, New Millennium Associates, were very professional and knowledgeable. They helped us every step of the way in developing and launching our new web site on a timely basis. Since the economic slowdown several years ago, Well-Bilt has had to be resourceful when it comes to generating new business. The web site that NJMEP delivered gave us another resource to help us grow. Business has been rough for the past three to four years. Since implementing the website, our sales have started to increase again and we believe we can attribute at least some of that success to the website."

Les Zalewski, President